



mediterrera<sup>®</sup>

MEDITERRANEAN NUTRITION

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**FOR IMMEDIATE RELEASE**

**MEDITERRA<sup>®</sup> NUTRITION BARS TO MAKE ITS NATURAL PRODUCTS EXPO EAST DEBUT**

*Featuring The First Ever Truly Savory Nutrition Bars Inspired by the Mediterranean Diet, Mediterra<sup>®</sup> is All-Natural, Non-GMO, Gluten-Free and Contains Wholesome Fruits and Vegetables Offering Healthy Mediterranean Nutrition with On-The-Go-Convenience.*

*Visit Mediterra<sup>®</sup> in Booth #9085*

**NEW YORK---September 2, 2014**—Mediterra<sup>®</sup> ([www.MediterraNutrition.com](http://www.MediterraNutrition.com)), the first company to introduce all-natural nutrition bars inspired by the Mediterranean Diet, will make its Natural Products Expo East debut featuring its six new unique flavors including truly savory-flavored bars that contain healthful ingredients such as sundried tomatoes, olives and basil.

The Natural Products Expo East takes place September 18-20, 2014 at the Baltimore Convention Center. Mediterra is located in booth 9085.

Featuring various fruits, vegetables and grains, the Mediterra<sup>®</sup> bars provide different snacking options for throughout the day. All bars are all-natural, non-GMO and Gluten-Free. The MSRP is \$1.99.

“We’re excited to bring Mediterra bars to Expo East,” says Telemaque Lavidas, founder of Mediterra<sup>®</sup>. “We have received rave reviews since its initial launch and this is the perfect audience to enjoy the delicious taste, the clean ingredient label and appreciate the portable sustenance adapted to today’s hectic lifestyles.”

Mediterra® bars are loaded with fiber, nutrients and vitamins instead of complex sugars, and saturated fats. According to Lavidas, “it will fundamentally change a person’s idea of a snack bar.”

The six bars come in three specific varieties with two flavors to choose from in each category:

**The First Ever “Savory Bars:”** The bars are rich in vegetable content, but low in calories, sodium and sugar and contain protein-rich pea crisps and a touch of olive oil. Each Savory Bar is 1.4 ounces and contains six grams of protein and fiber. They are certified kosher and dairy free. The Savory Bars serve as an alternative to sweet snacks providing super foods and amaranth, an ancient grain. Flavors include:

- Tomato/Basil/Capers
- Olive/Walnut/Chives

**“Sesame Honey Energy Bars:”** –Traditionally known as “Pasteli,” these bars are dairy-free and contain only a few ingredients including, roasted sesame seeds, Greek honey, pistachios from Aegina Island or orange peel, respectively. The combination provides natural and long lasting energy. Each bar is 1.3 ounces, contains five grams of protein and two grams of fiber. Flavors include:

- Sesame Seed/Pistachio/Greek Honey
- Sesame Seed/Orange/Greek Honey

**“Yogurt and Oat Bars”** –Bottom covered with yogurt-style coating, the bars are 1.6 ounces, certified kosher and contain seven grams of protein. The bars also feature fig paste, sunflower seeds and raisins. Flavors include:

- Yogurt/Oat/Cherry Pistachio
- Yogurt/Oat/Apricot Pistachio.

Mediterra® bars are packaged individually, vertically and require minimal retail shelf space. The packaging design reflects the purity of the ingredients with a contemporary aesthetic that will catch a consumer’s eye.

After moving to New York from his homeland of Greece, Lavidas created Mediterra® after being inspired by his memories of delicious and healthy Mediterranean meals shared in the warmth of family and friends. He became passionate about adapting the traditional Mediterranean diet to meet the fast pace of modern life.

Less of a diet and more of a lifestyle, the Mediterranean Diet is a way of eating based on the traditional foods (and drinks) of the countries surrounding the Mediterranean Sea. There’s an emphasis on consuming more whole grains, fruits, greens and healthy fats, and less meat and

sweets. It has been studied and noted by scores of leading scientists as one of the healthiest lifestyles in the world. The new Mediterra® bars adhere to this philosophy.

**ABOUT MEDITERRA®**

Headquartered in New York City, Mediterra® is the first company to offer ready-to-eat nutrition bars inspired by the Mediterranean Diet. Mediterra® nutrition bars in Savory, Yogurt and Oats and Sesame Honey Energy, offer a healthy snack alternative incorporating healthy fats, grains, seeds, vegetables, fruits and greens. It's on-the-go fuel that's perfectly suited for the marathon of contemporary life. For more information, please visit [www.MediterraNutrition.com](http://www.MediterraNutrition.com).

*MEDIA NOTE: SAMPLES AND PHOTOS ARE AVAILABLE*